

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. An electronic screen display, comprising:
a screen;
a memory storing digital content for display on the screen;
a processor communicatively coupled to the memory and the screen, wherein the processor is configured to obtain digital content from the memory and generate signals causing a primary display to appear on the screen; and
a sensor communicatively coupled to the processor such that, when activated by sensing a light signal emitted from an external device being used to read information from the primary display on the screen, the sensor causes the processor to obtain further digital content from the memory and generate signals causing a secondary display to appear on the screen.
2. The electronic screen display of Claim 1, wherein the screen is a thin, flexible screen comprised of light emitting diodes, liquid crystal display, a light emitting polymer material, or an electroluminescent display.
3. The electronic screen display of Claim 1, wherein the sensor is comprised of a light-dependent resistor.
4. The electronic screen display of Claim 1, wherein the sensor is comprised of a photocell.
5. The electronic screen display of Claim 1, wherein the sensor is comprised of a charge coupled device.
6. The electronic screen display of Claim 1, wherein the sensor is configured to activate only when sensing a predefined light signal.
7. The electronic screen display of Claim 6, wherein the light signal is defined by wavelength.

8. The electronic screen display of Claim 6, wherein the light signal is defined by a pattern.

9. The electronic screen display of Claim 1, wherein the sensor is disposed underneath the screen.

10. The electronic screen display of Claim 1, wherein the processor is further configured with a clock function that causes a timed appearance of the primary display.

11. The electronic screen display of Claim 1, wherein the processor is further configured with a clock function that causes a timed appearance of the secondary display.

12. The electronic screen display of Claim 11, wherein the timing of the timed appearance is measured from activation of the sensor.

13. The electronic screen display of Claim 11, wherein further timing causes the primary display to reappear on the screen after concluding the timed appearance of the secondary display.

14. A method for display of primary and secondary digital content on a screen, comprising:

displaying primary digital content on a screen;

sensing a light signal emitted from an external device being used to read information from the screen; and

in response to the sensing the light signal, causing secondary digital content to appear on the screen.

15. The method of Claim 14, wherein the primary digital content is a barcode or coded icon.

16. The method of Claim 14, wherein the secondary digital content replaces the primary digital content on the screen.

17. The method of Claim 14, wherein the secondary digital content is added to the primary digital content on the screen.

18. The method of Claim 14, wherein the primary digital content returns to display on the screen after concluding the display of the secondary digital content.

19. The method of Claim 18, wherein concluding the display of the secondary digital content is timed.

20. The method of Claim 14, wherein the secondary digital content appears after a timed delay from sensing the emitted light signal.

21. The method of Claim 14, wherein the sensed light signal that causes the secondary digital content to appear on the screen is a predefined light signal.

22. The method of Claim 21, wherein the light signal is defined by wavelength or pattern.

23. An electronic screen display, comprising:
a screen;
a memory storing a symbology for display on the screen;
a processor communicatively coupled to the memory and the screen,
wherein the processor is configured to generate signals causing the symbology stored in the memory to appear on the screen,
wherein the symbology is translatable into a computer-readable identification of a product for automating a purchase of the product.

24. The electronic screen display of Claim 23, wherein the symbology is a barcode or coded icon that is readable by an external light-emitting device.

25. The electronic screen display of Claim 23, wherein the memory further stores a secondary image for display on the screen, and the electronic screen display further comprises means for changing the display from the symbology to the secondary image when purchase of the product has occurred.